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C.O.N.N.E.C.T.

Community Outreach, Navigating Networks, Encouraging Collaboration Toolkit

SPRINGDALE



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WHO, WHAT, WHY?

Specifically for Springdale town government to support community engagement and connection

WHO:

This toolkit is primarily for local officials in Springdale. It may also be applicable more broadly to amenity or gateway communities – communities with desirable environmental features, outdoor recreation opportunities, or that are in close proximity to national parks (Stoker et al., 2021; Ulrich-Schad, 2015).

WHAT:

Toolkits are typically made up of community case study examples, frameworks, guidebooks, worksheets, relevant literature, and other deliverables to tackle a particular issue. This toolkit contains resources geared towards amenity communities.

WHY:

This specific toolkit responds to requests from local leaders for supporting material to further connect and integrate local residents into community planning processes and to make possible connections among leaders of amenity or gateway communities. We hope this toolkit provides new ideas to build community capacity and guide transformations in times of change.

This toolkit briefly describes findings from the Utah Wellbeing Project, relevant frameworks, tools, and community examples. **Links are provided on each page if you would like to learn more about a specific resource!**



DEFINITIONS

Below are some key words and concepts to become familiar with, as you read this toolkit.

1 COMMUNITY CAPACITY

Capacity is the potential for action within a community. Community capacity plays an important role in community development ([Larson et al., 2015](#)).

2 COLLABORATION

A process through which a collection of people or groups explore their differences, share knowledge and ideas, and explore different solutions all to accomplish a common goal ([USDA, 2021 & USFS, 2012](#)).

3 RESILIENCE

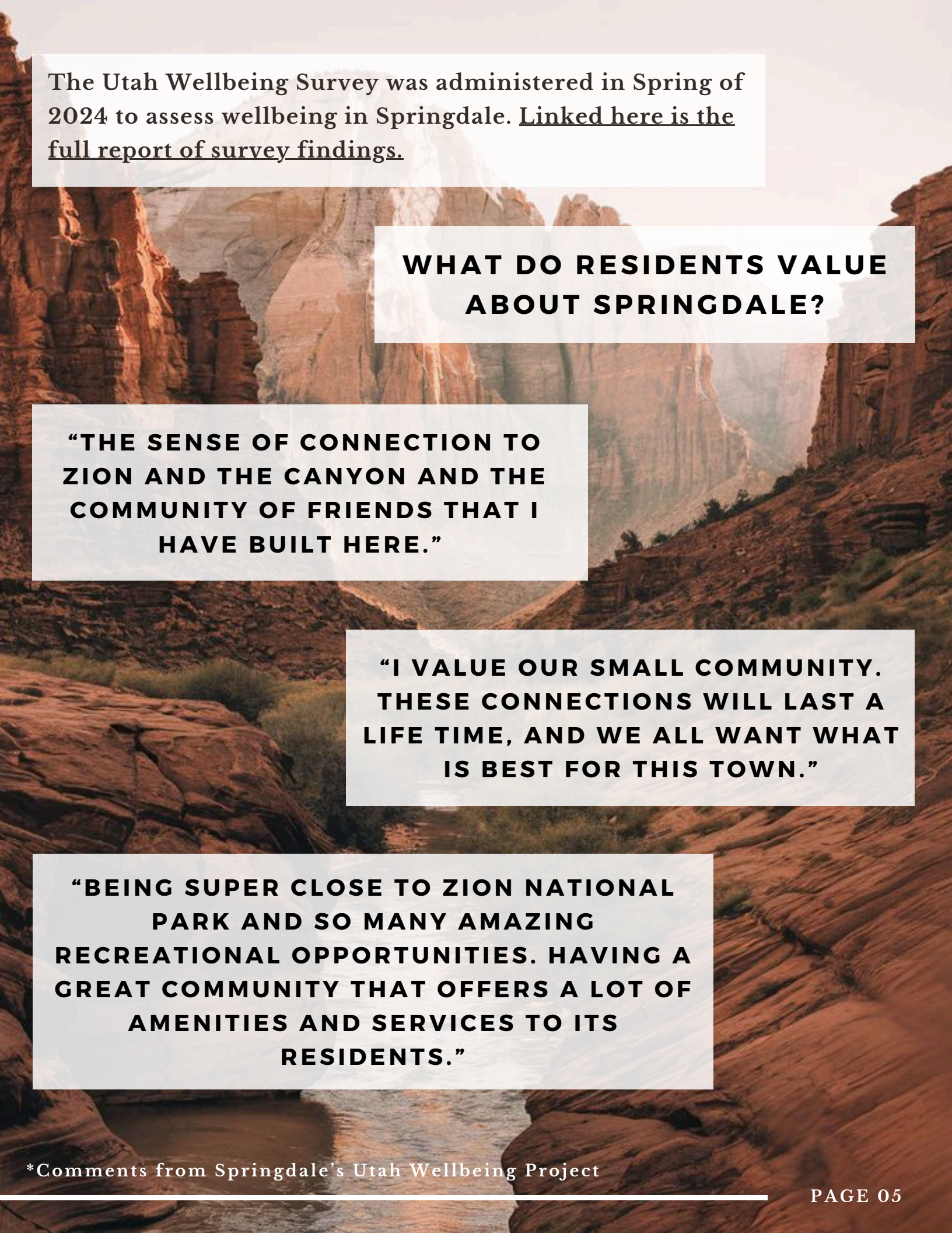
Resilience is the existence, development, and engagement of community resources by community members to thrive in an environment impacted by change, uncertainty, and surprise ([Magis, 2010](#)).

4 GUIDING TRANSFORMATIONS

How communities tackle complex challenges to ultimately move in a trajectory that ensures lasting and positive change ([Morgan et al., 2024](#)).

5 COMMUNITY DEVELOPMENT

“A process that entails organization, facilitation, and action, which allows people to establish ways to create the community they want to live in” ([Matarrita-Cascante & Brennan, 2023, p.5](#)).



The Utah Wellbeing Survey was administered in Spring of 2024 to assess wellbeing in Springdale. [Linked here is the full report of survey findings.](#)

WHAT DO RESIDENTS VALUE ABOUT SPRINGDALE?

“THE SENSE OF CONNECTION TO ZION AND THE CANYON AND THE COMMUNITY OF FRIENDS THAT I HAVE BUILT HERE.”

“I VALUE OUR SMALL COMMUNITY. THESE CONNECTIONS WILL LAST A LIFE TIME, AND WE ALL WANT WHAT IS BEST FOR THIS TOWN.”

“BEING SUPER CLOSE TO ZION NATIONAL PARK AND SO MANY AMAZING RECREATIONAL OPPORTUNITIES. HAVING A GREAT COMMUNITY THAT OFFERS A LOT OF AMENITIES AND SERVICES TO ITS RESIDENTS.”



**WHAT ARE RESIDENTS
CONCERNED ABOUT IN
SPRINGDALE?**

**“IT WOULD BE NICE TO ADD MORE FUN
COMMUNITY ACTIVITIES THAT ARE
UNRELATED TO TOWN COUNCIL GATHERINGS
AND WOULD ENCOURAGE INTERACTION
BETWEEN RESIDENTS.”**

**“I WAS BORN AND RAISED HERE AND THIS
HAS ALWAYS BEEN MY HOME, SO I'VE SEEN A
LOT OF CHANGES THAT DON'T SET WELL.
TOURISM HAS BECOME YEAR-ROUND AND IT'S
CROWDING OUT LOCALS.”**

**“WE NEED MORE ART IN SHARED SPACES AND
COMMUNITY EVENTS THAT BRING TOURISTS
AND LOCALS TOGETHER.”**

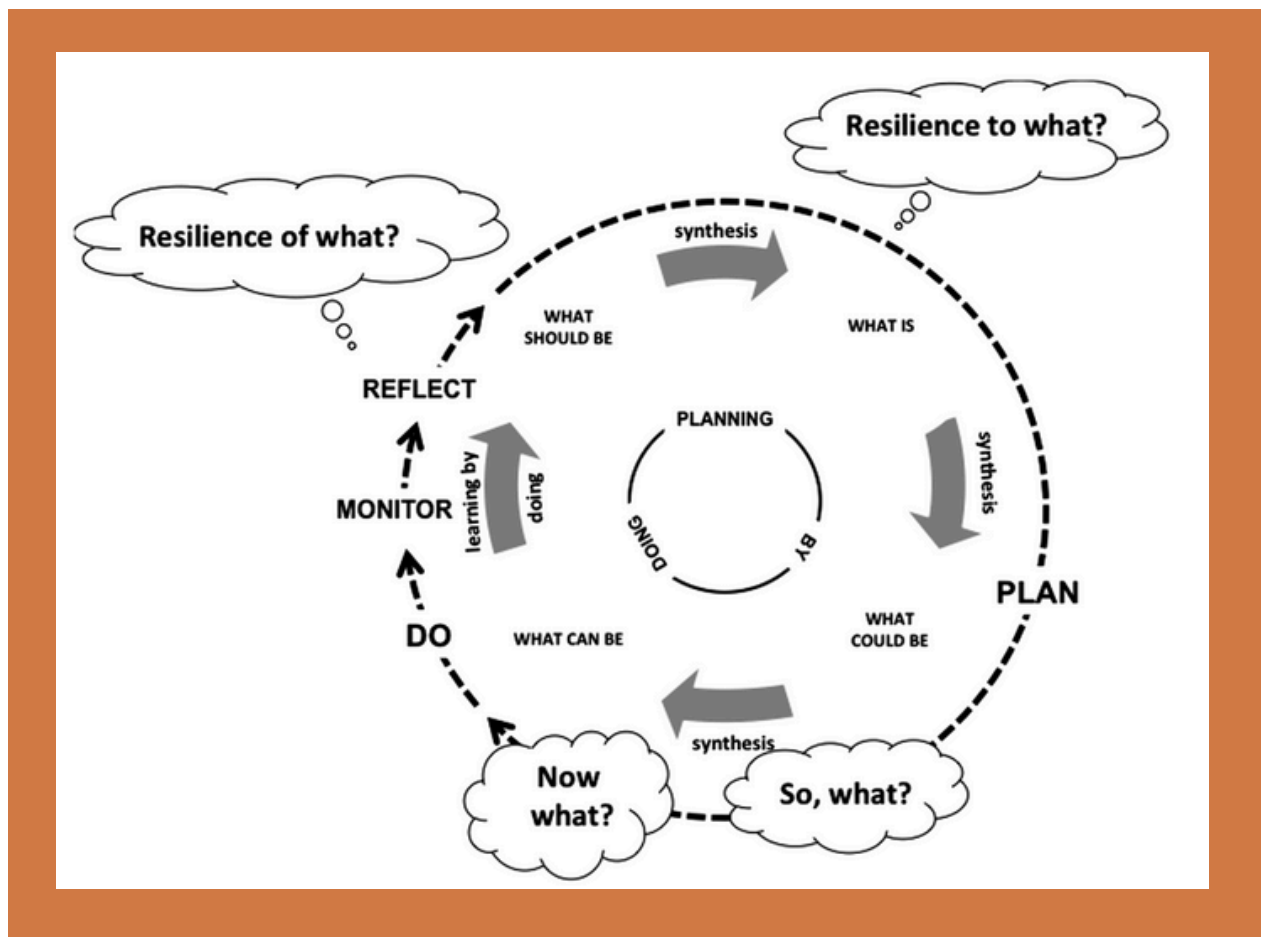
Utilizing these assets can help build capacity to address the challenges experienced in Springdale.

RELEVANT LITERATURE & FRAMEWORKS

Frameworks can create a foundation for engagement, trust, resilience, and capacity. The following frameworks aid in building these key components in community development. These frameworks below serve as preparation for programs and solutions moving forward.

(Mitchell et al., 2014 & Matarrita-Cascante et al., 2023)

“PLANNING BY DOING” RESILIENCE THINKING FRAMEWORK

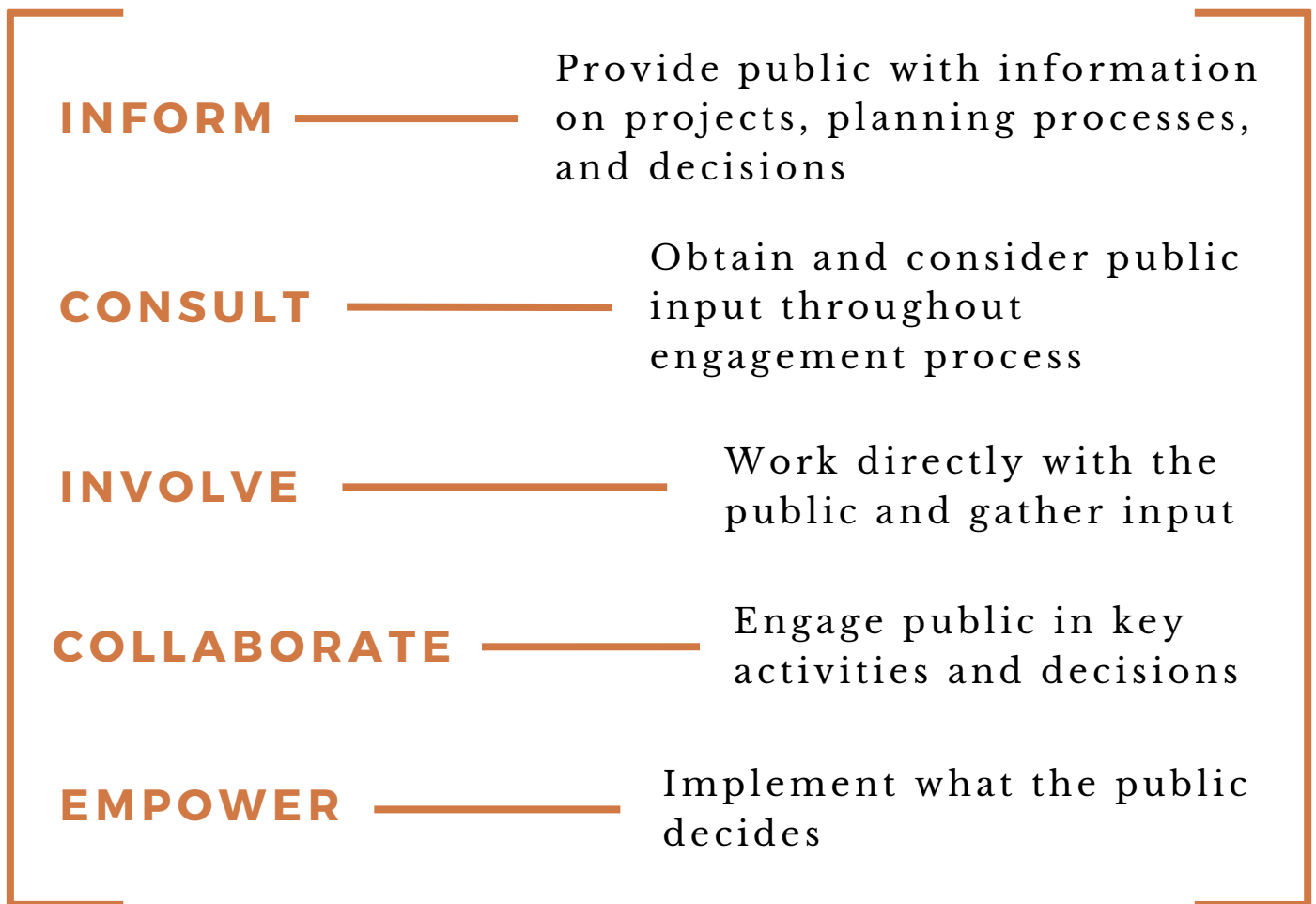


The “Planning By Doing” framework is what it sounds like. As a project is carried out, it’s valuable to plan as you go, monitor progress, and reflect. This allows local officials to be adaptive as they carry out engagement plans to build resilience, adaptability, and transformability.

(Mitchell et al., 2014)

SPECTRUM OF PUBLIC PARTICIPATION

Public engagement varies by amount of desired collaboration. Assessing to what degree local officials want community members involved into planning processes establishes a solid and consistent foundation with community members.



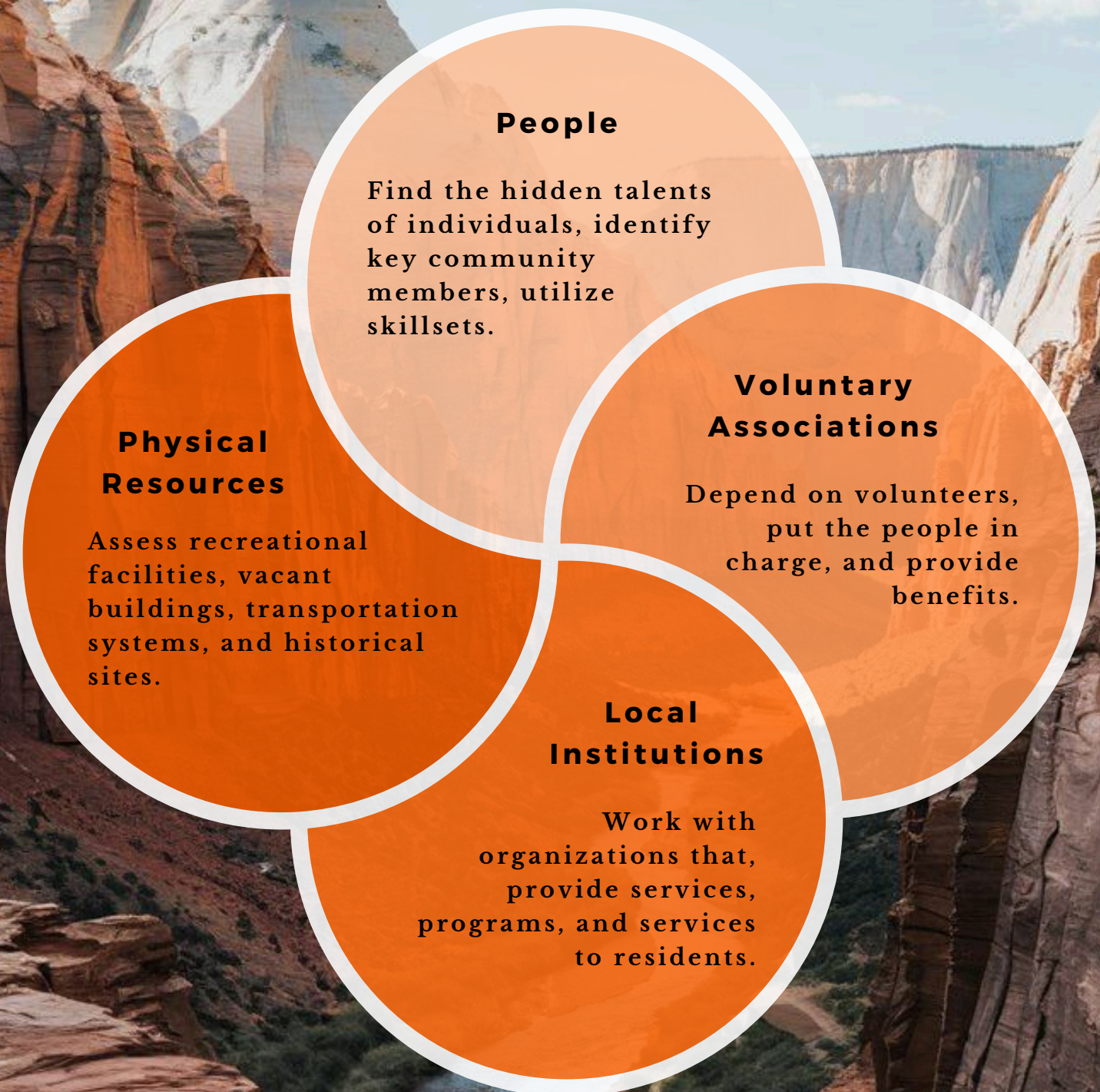
(IAP2, 2024; Reckling et al., 2023).

Engagement with local residents can vary from project to project, but transparency and communication is key with public engagement.

ASSET MAPPING

Understand the needs and assets of your community as well as the skills and talents of individuals.

(Beaulieu, 2013)





COMMUNITY LED PROJECTS

SHIFTING POWER TO COMMUNITY MEMBERS

- Where appropriate, allow for locals to lead their own projects.
- This builds capacity by investing in solutions that meet local needs.
- Local participation can increase a sense of belonging and can inspire future collaborative efforts. ([Socially Connected Communities](#))

COMMUNITY EXAMPLES

Niagara Falls Collaborative Resident Engagement Council

- A council that provides leadership training, connectivity, and support for local ideas ([Healthier Niagara Falls](#))

Project Green Space

- A community garden was created and ran by community members that engages all ages, strengthens existing nature connections, and builds sustainable practices
([Healthier Niagara Falls](#))

Kitchen Table Talks

- Three conversations put together by community members
- Smaller conversations hosted by community members
- Larger conversations with different local groups
- Discussions with local officials ([Healthier Niagara Falls](#))

Resource Links

[*Create a Healthier Niagara Falls Collaborative Be the Change*](#)

[*Socially Connected Communities: Solutions for Social Isolation*](#)

CREATING A COMMUNITY ENGAGED PROJECT

This resource made by the city of Issaquah, uses worksheets for local officials to properly plan and carry out a community engaged project. These worksheets go through each step of a project to successfully cover all the bases. Below are each of the steps of the worksheets. [\(City of Issaquah, 2023\)](#)

DEFINE THE PROJECT

Project Name

Location

Project Team

Name	Role on team	Department

Description (Project purpose, phase, details, overall timeframe)

Context (e.g., Is this a Capital Improvement Project [CIP]? Was this project an ask from the community? What larger policies and plans will this impact?)

REPORT AND EVALUATE

To identify challenges, measure successes and adjust plans accordingly, it's important to monitor and evaluate your project throughout the process, and particularly at the close of the project. Ensure you share your engagement process — and results — with those who provided input, in addition to partners, team members and City Council. It's important to note that effective engagement can draw out competing values and doesn't always provide clear consensus.

	Yes	To Some Extent	No	Notes
Was my engagement topic clearly defined?				
Was my project successful? Did I meet my outcomes and goals?				
Was it delivered on time?				
Did I engage those more impacted by the project?				
Did I receive feedback and engagement from a diverse group of voices?				
Have I followed up with the community groups I engaged?				
Do I have any remaining City Council touch points?				
Does anything need to be documented with photos, video?				

What was the feedback from:

Community members?

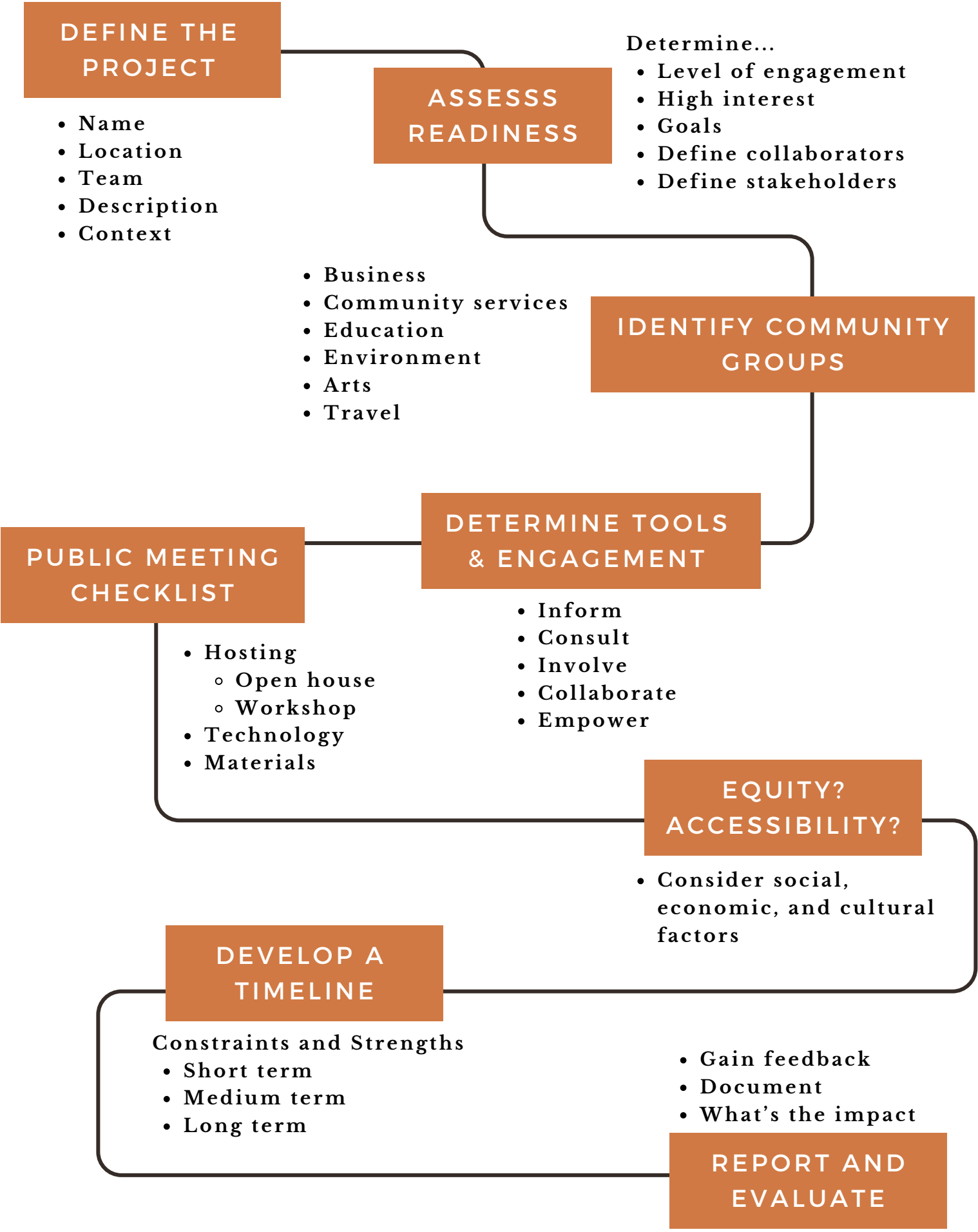
Decision makers?

What did I learn that will inform my work next time?

What needs updating on the website and in news items?

Resource Links

[Public Engagement Toolkit: City of Issaquah](#)



For more details on this process follow the link below.
[Public Engagement Toolkit: City of Issaquah](#)

IF YOU'RE LOOKING FOR MORE...

HERE ARE SOME OTHER GREAT RESOURCES

[Appalachian Gateway Communities Initiative: Providing Tools for Tourism](#)

[Appalachian Regional Commission READY Grants to Grow Initiative](#)

[Stronger Together A Manual on the Principles and Practices of Civic Engagement](#)

[Rural.gov Community Networks](#)

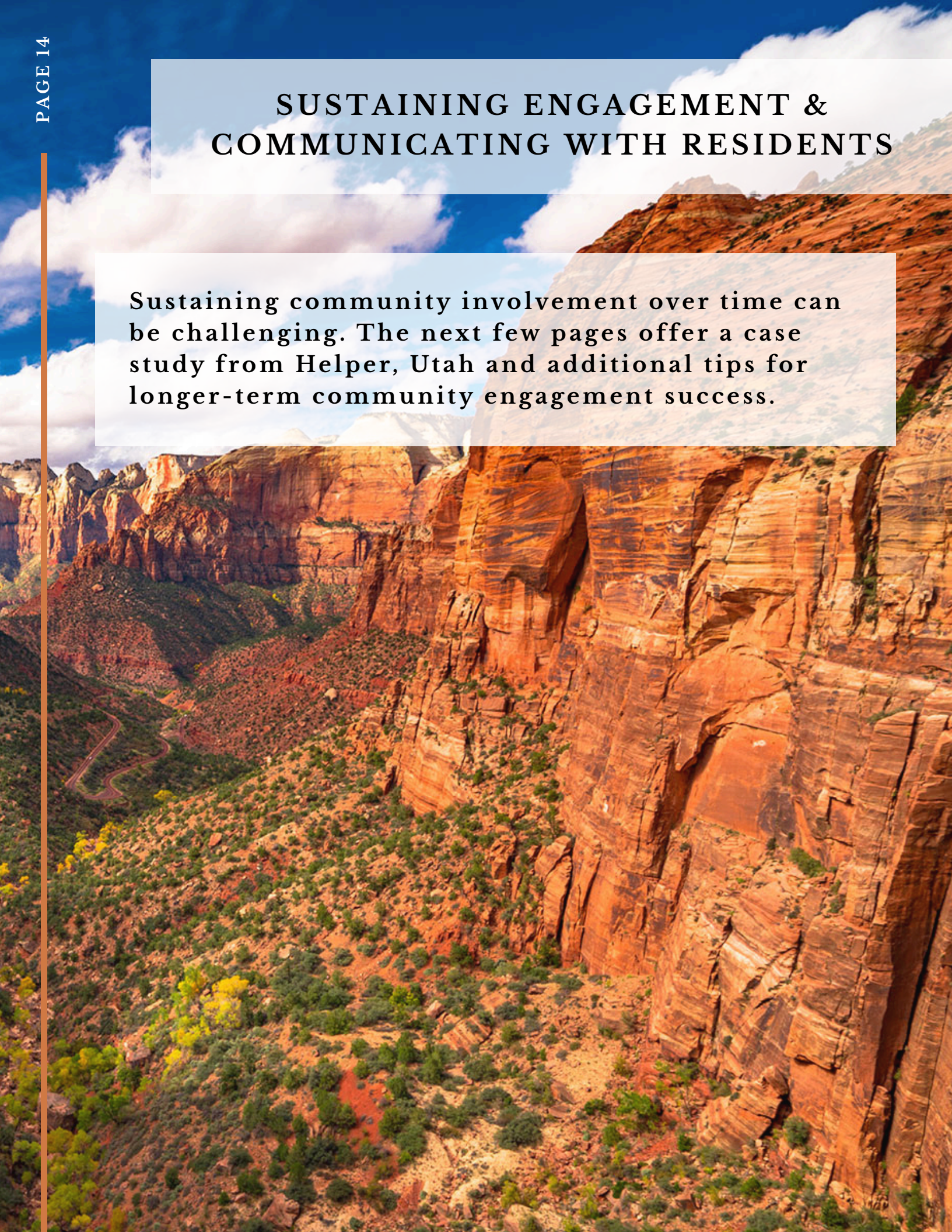
[Western Rural Development Center: Promoting Community and Family Development and Health](#)

[10 Tips to Level-Up your City's Communication Strategy](#)

[Shaping the Future Together: A guide to practical public engagement for local government](#)

SUSTAINING ENGAGEMENT & COMMUNICATING WITH RESIDENTS

Sustaining community involvement over time can be challenging. The next few pages offer a case study from Helper, Utah and additional tips for longer-term community engagement success.



Case Study: Beautification of Main Street in Helper, Utah

This case study highlights the revitalization of Main Street in Helper, Utah, where long-term resident participation contributed to the overall success of the project.

“We encourage citizens to participate in both the design elements as well as building it... we had a lighting committee and a bench committee and a plant committee, so that, you know, creating bite sized opportunities for people was more digestible than saying, “Hey, let's go make Main Street pretty’ So we tried to really break it down into things. people were passionate about”

- Mayor Lenise Peterman



The town of Helper partnered with Utah colleges, the American Institute of Architects (AIA) Utah chapter, and the National Park Service for aid in design, production, and funding of their beautification project.

This engagement effort lasted multiple years and included residents of all ages throughout all planning stages.

CONNECT with Mayor Lenise Peterman or visit HelperCity.gov to see more of Helper’s projects.

OTHER HELPFUL HINTS

These helpful hints have been collected through literature, discussions with town leaders, and case study participants that shed light on how to engage residents long-term.

CREATE PASSION PROJECTS

**COMMUNICATE POTENTIAL BENEFITS
WITHOUT SELLING THEM**

**FOSTER MEANINGFUL
PARTICIPATION**

**PARTNER WITH OTHER INSTITUTIONS,
AGENCIES & ORGANIZATIONS**

**BREAK UP LARGE TASKS INTO SMALLER
PIECES FOR RESIDENTS TO MANAGE**

**UTILIZE DIFFERENT
COMMUNICATION PATHWAYS**

Magis, 2010; Matarrita-Cascante et al., 2010; Matarrita-Cascante & Brennan, 2023; Westfall et al., 2009;

SPRINGDALE

Thank you to the town government of Springdale, for participating and collaborating with USU on this research. Our team is grateful for the opportunity to learn from Springdale as the expected outcome of this research is to encourage engagement and collaboration among gateway and amenity communities. We offer an extra thank you to Tom Dansie, Mayor Barbara Bruno, and Rick Wixom for being key partners throughout this research.

ACKNOWLEDGEMENTS

UTAH WELLBEING PROJECT

Thank you to the residents of Springdale that participated in the Utah Wellbeing Project in 2024. We would also like to thank the Utah Wellbeing Project team members for all efforts made in this study from preparation to analysis.

RESOURCES

The following resources served as inspiration and were often incorporated into this toolkit for Springdale.

[Socially Connected Communities: Solutions for Social Isolation](#)

[Wyoming State Parks Engagement: Building a Toolkit for Public Participation](#)

[Create a Healthier Niagara Falls Collaborative: Be the Change](#)

[Stronger Together A Manual on the Principles and Practices of Civic Engagement](#)

[Public Engagement Toolkit: City of Issaquah Washington](#)

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